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ABSTRACT

This document contains the occupational duty/task lists for eight occupations in the marketing education/business management and ownership series. Each occupation is divided into 4 to 12 duties. A separate page for each duty in the occupation lists the tasks in that duty along with its code number and columns to indicate whether that particular duty has been taught and to provide space for comments. The occupations are clerk, buyer, cashier/checker, customer service/service representative, manager/supervisor/owner, sales distributor, stocker, and advertising/marketing/display coordinator. A progress chart is provided for tracking individualized instruction. The occupational duty/task lists are the result of an extensive two-step development process in which information on current occupational requirements was gathered from such sources as consortia, trade associations, and current curriculum materials and was then synthesized by industry representatives, vocational instructors, and state-level representatives. (YLB)

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MARKETING EDUCATION/ BUSINESS MANAGEMENT & OWNERSHIP SERIES

CLERK
BUYER
CASHIER / CHECKER
CUSTOMER SERVICE / SERVICE REPRESENTATIVE
MANAGER / SUPERVISOR / OWNER
SALES DISTRIBUTOR
STOCKER
ADVERTISING / MARKETING / DISPLAY COORDINATOR

CE051518

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OKLAHOMA OCCUPATIONAL TESTING CENTER

OKLAHOMA OCCUPATIONAL TESTING CENTER

INTRODUCTION:

Today's vocational instructors and administrators are faced with a myriad of important questions. They are searching for methods of providing accountability for students' acquisition of knowledge and skills as related to a constantly changing job market.

The Oklahoma Occupational Testing Center is in the business of eliminating some of the guesswork in answering today's tough questions. The professional staff, using a thorough and valid methodology, has developed duty/task lists for over 150 occupations in vocational education. Additional occupational duty/task lists will be made available as development is completed. These duty/task lists will help answer the following questions:

- Are students being prepared for today's jobs?
- What should today's vocational instructors be teaching?
- Is the curriculum addressing industry needs and is it up-to-date?
- How can vocational programs be improved?
- What in-service programs are needed for instructors?

BACKGROUND:

The occupational duty/task lists are the result of an extensive development process. Information regarding the occupational skills needed for employment is gathered from a number of sources such as consortia, trade associations, and current curriculum materials. This information is then synthesized by: 1) industry representatives, 2) vocational instructors, and 3) state level vocational representatives. The end result is a listing of occupations and the specific duties and tasks within each occupation. After dissemination for field review a committee of industry and vocational representatives revise the duty/task list to its final form.

USES:

The Oklahoma Occupational Testing Center's Duty/Task Lists are designed to be of value to a vocational program in several ways:

- Improving program planning
- Documenting industrial standards
- Evaluating curriculum and instruction
- Tracking individualized instruction*
- Using as a discussion tool with advisory committees
- Developing up-to-date job descriptions
- Performing self-evaluations
- Performing administrative program evaluations

INFORMATION:

To find out more about the Oklahoma Occupational Testing Center, call toll free:
1-800-654-4502.
Ask for our free catalog, listing over 150 occupations for which duty/task lists are available. CIMC curriculum materials related to these lists may also be available.

*A Progress Chart is provided for tracking individualized instruction.

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Oklahoma Occupational Testing Center

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veteran status, or qualified handicap.

89-006141

PROGRESS CHART

OKLAHOMA OCCUPATIONAL TESTING CENTER

Program

Oklahoma State Department of Vocational and Technical Education

Date

Student Name	Duty/Task Code 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	
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*Accuracy Code

* 0 = No exposure - no information nor practice provided during training program; complete training required.
1 = Exposure only - general information provided with no practice time; close supervision needed and additional training required.
2 = Limited practice - has practiced during training program; additional training is required to develop skill.
3 = Moderately skilled - has performed independently during training program; limited additional training may be required.
4 = Skilled - can perform independently with no supervision.

This chart may be duplicated as needed.

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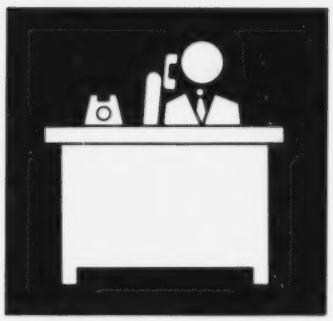
DUTY/TASK LISTS

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES



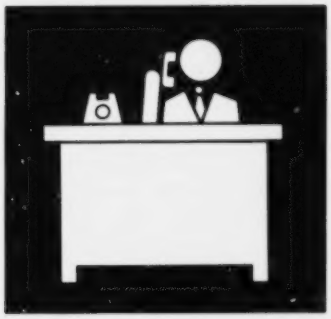
OCCUPATIONS:

1. Clerk
2. Buyer
3. Cashier/Checker
4. Customer Service/Service Representative
5. Manager/Supervisor/Owner
6. Sales Distributor
7. Stocker
8. Advertising/Marketing/Display Coordinator

OKLAHOMA OCCUPATIONAL TESTING CENTER

DUTY/TASK LIST

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES



OCCUPATION 1: CLERK

DUTIES:
- A. Use Principles of Effective Communications
- B. Use Principles of Personal Management and Motivation
- C. Use Principles of Human Relations
- E. Use Principles of Store Security and Safety
- I. Use Principles of Selling
- J. Use Principles of Credit and Cash Control

OKLAHOMA OCCUPATIONAL TESTING CENTER

OCCUPATION: CLERK

DUTY: Use Principles of Effective Communications

CODE	TASK	TAUGHT	COMMENTS
A.01	Communicate verbally with customers, employees, supervisors, suppliers, etc., using proper grammar		
A.02	Compose written inner-office memos, correspondence, reports, etc., using appropriate grammar, sentence structure, and spelling		
A.03	Interpret forms of non-verbal communication		
A.04	Demonstrate proper telephone skills		

OCCUPATION: CLERK

DUTY: Use Principles of Personal Management and Motivation

CODE	TASK	TAUGHT	COMMENTS
B.01	Demonstrate good work habits such as punctuality, orderliness, patience, etc.		
B.02	Demonstrate effective work habits by planning and scheduling work tasks and assignments using effective time management		
B.03	Maintain appropriate personal appearance		
B.04	Maintain good physical and mental health		
B.05	Demonstrate appropriate ethics such as integrity, honesty, etc.		
B.06	Adjust and adapt to changes in the work place, i.e., technology, cultures, management, etc.		
B.07	Convey a positive image of self and the firm		
B.08	Assume responsibility for individual actions and/or department or company operations		
B.09	Maintain positive attitude toward individual responsibilities and/or department or company operations		
B.10	Accept constructive criticism and take appropriate corrective action		
B.11	Maintain necessary persistence in order to accomplish goals and objectives		
B.12	Budget time effectively by managing leisure, work, and home affairs in ways that enable individual goals to be achieved		
B.13	Use success or failure constructively in a work situation		

OCCUPATION: CLERK

DUTY: Use Principles of Human Relations

CODE	TASK	TAUGHT	COMMENTS
C.01	Work cooperatively with other employees, supervisors, and/or managers		
C.02	Serve customers courteously to represent the firm favorably		
C.03	Recognize and respond to differences in individuals		
C.04	Work cooperatively with individuals outside the firm such as suppliers, advertisers, community representatives, etc.		
C.05	Demonstrate initiative in the work environment		
C.06	Recognize and adapt to various managerial styles		
C.07	Demonstrate an understanding that success or failure depends on technical proficiency and inter-personal relations		
C.08	Reinforce positive behavior and provide constructive criticism		

OCCUPATION: CLERK

DUTY: Use Principles of Store Security and Safety

CODE	TASK	TAUGHT	COMMENTS
E.05	Comply with established procedures for handling shoplifting, customer fraudulence, and employee pilferage		

OCCUPATION: CLERK

DUTY: Use Principles of Selling

CODE	TASK	TAUGHT	COMMENTS
I.01	Greet all customers in accordance with firm policy		
I.02	Open sale in appropriate manner		
I.03	Identify prospective new customers		
I.04	Open new accounts		
I.05	Establish a schedule for visiting customers		
I.06	Maintain a customer list for mailings		
I.07	Determine merchandise which is of interest to customer		
I.08	Ask pertinent questions to define more clearly the nature of customer interest		
I.09	Recognize when customers prefer to examine merchandise with or without assistance		
I.10	Demonstrate product knowledge by informing customers of product features and benefits		
I.11	Explain to customers protective measures such as standards, grades, packaging, etc.		
I.12	Compare prices and price lines for customers		
I.13	Instruct customers in how to care for, handle, maintain, and repair merchandise		
I.14	Show customers the advantages of packaging methods		
I.15	Suggest substitute items to customers		
I.16	Suggest related items to customers		
I.17	Inform customers of product trends and innovations		

OCCUPATION: CLERK

DUTY: Use Principles of Selling (Continued)

CODE	TASK	TAUGHT	COMMENTS
I.18	Provide sources of product information for the consumer		
I.19	Explain guarantees and warranties to customers		
I.20	Overcome customer objections		
I.21	Inform customers of services provided by the firm		
I.22	Inform customers of locations of merchandise		
I.23	Be able to work with more than one customer simultaneously in a courteous manner		
I.24	Determine price for items not pre-priced		
I.25	Effectively close the sale		
I.26	Reassure customer of correct buying decision		

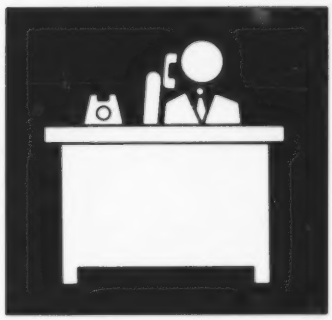
OCCUPATION: CLERK

DUTY: Use Principles of Credit and Cash Control

CODE	TASK	TAUGHT	COMMENTS
J.01	Make correct change for customer		
J.02	Process checks received in accordance with firm's policies		
J.03	Make refunds for items such as coupon redemption and returned merchandise according to firm's policy		
J.04	Secure necessary customer credit information such as obtaining credit references, status of customer's account, credit limits, etc.		
J.05	Interpret credit policies to customers		
J.06	Process credit purchases such as firm accounts, Bank Americard, Master Charge, etc.		
J.07	Maintain appropriate cash records, i.e. payment on accounts, cash payouts, etc.		
J.08	Balance and close out cash register		
J.09	Operate cash register in accordance with company policy		
J.10	Determine amount of sales tax and which items are taxable		
J.11	Accurately complete a sales ticket		

DUTY/TASK LIST

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES



OCCUPATION 2: BUYER

DUTIES:
- A. Use Principles of Effective Communications
- B. Use Principles of Personal Management and Motivation
- C. Use Principles of Human Relations
- G. Use Principles of Merchandise Control
- K. Use Economic Principles and Concepts

OKLAHOMA OCCUPATIONAL TESTING CENTER

OCCUPATION: BUYER

DUTY: Use Principles of Effective Communications

CODE	TASK	TAUGHT	COMMENTS
A.01	Communicate verbally with customers, employees, supervisors, suppliers, etc., using proper grammar		
A.02	Compose written inner-office memos, correspondence, reports, etc., using appropriate grammar, sentence structure, and spelling		
A.03	Interpret forms of non-verbal communication		
A.04	Demonstrate proper telephone skills		

OCCUPATION: **BUYER**

DUTY: **Use Principles of Personal Management and Motivation**

CODE	TASK	TAUGHT	COMMENTS
B.01	Demonstrate good work habits such as punctuality, orderliness, patience, etc.		
B.02	Demonstrate effective work habits by planning and scheduling work tasks and assignments using effective time management		
B.03	Maintain appropriate personal appearance		
B.04	Maintain good physical and mental health		
B.05	Demonstrate appropriate ethics such as integrity, honesty, etc.		
B.06	Adjust and adapt to changes in the work place, i.e. technology, cultures, management, etc.		
B.07	Convey a positive image of self and the firm		
B.08	Assume responsibility for individual actions and/or department or company operations		
B.09	Maintain positive attitude toward individual responsibilities and/or department or company operations		
B.10	Accept constructive criticism and take appropriate corrective action		
B.11	Maintain necessary persistence in order to accomplish goals and objectives		
B.12	Budget time effectively by managing leisure, work, and home affairs in ways that enable individual goals to be achieved		
B.13	Use success or failure constructively in a work situation		

OCCUPATION: BUYER

DUTY: Use Principles of Human Relations

CODE	TASK	TAUGHT	COMMENTS
C.01	Work cooperatively with other employees, supervisors, and/or managers		
C.02	Serve customers courteously to represent the firm favorably		
C.03	Recognize and respond to differences in individuals		
C.04	Work cooperatively with individuals outside the firm such as suppliers, advertisers, community representatives, etc.		
C.05	Demonstrate initiative in the work environment		
C.06	Recognize and adapt to various managerial styles		
C.07	Demonstrate an understanding that success or failure depends on technical proficiency and inter-personal relations		
C.08	Reinforce positive behavior and provide constructive criticism		

OCCUPATION: BUYER

DUTY: Use Principles of Merchandise Control

CODE	TASK	TAUGHT	COMMENTS
G.01	Plan a balanced and complete inventory		
G.02	Obtain market, merchandising, product, and consumer information from available sources		
G.03	Analyze economic forecast indicators and their possible effects		
G.04	Determine amount of inventory on hand from inventory records or actual count		
G.05	Estimate customer demand based on analysis of past sales, forecast of future sales, special promotional activities, seasonal purchases for related items, etc.		
G.06	Determine necessary maximum and minimum quantities for basic stock and sale items to assure depth and assortment of stock		
G.07	Complete appropriate ordering procedures and forms		
G.08	Place orders to assure timely delivery		
G.09	Follow-up on completions and delivery of orders		
G.10	Establish pricing policies to assure an adequate gross margin		
G.11	Establish the markup for each product or product line		
G.12	Determine the timing of price reductions and the percentage of markdown		

OCCUPATION: BUYER

DUTY: Use Economic Principles and Concepts

CODE	TASK	TAUGHT	COMMENTS
K.01	Demonstrate knowledge of contributions of profit and the profit motive to the economy, business, and the individual		
K.02	Demonstrate knowledge of relationships of profit and the profit motive to sales volume, price determination, costs (fixed and variable), and breakeven points		
K.03	Demonstrate knowledge of influence of competition on product, price, promotion, and distribution goals		
K.04	Demonstrate knowledge of relationship of supply and demand and influence on marketing functions (e.g., buying, selling, sales promotion, etc.)		
K.05	Demonstrate knowledge of characteristics of the free enterprise system such as individual investment opportunities, motivations, and rewards		
K.06	Demonstrate knowledge of effects of recession and/or inflation on production, sales, and employment		
K.07	Demonstrate knowledge of role of capital and investment in planning and control for business organizations		
K.08	Demonstrate knowledge of influence of labor and labor organizations on the economy, business, and the individual		
K.09	Demonstrate knowledge of nature of credit and its influence on the economy, business, and the individual		
K.10	Demonstrate knowledge of effects of taxation on the economy, business, and the individual		
K.11	Demonstrate knowledge of effects of laws, regulations, and agencies of governments on business organizations		

OCCUPATION: BUYER

DUTY: Use Economic Principles and Concepts (Continued)

CODE	TASK	TAUGHT	COMMENTS
K.12	Demonstrate knowledge of role of risk management including insurance protection for business organizations		
K.13	Demonstrate knowledge of influence of automation and/or specialization on the economy, business, and the individual		
K.14	Demonstrate knowledge of influence of financial institutions such as federal reserve system and commercial financial institutions (banks, savings and loans, credit unions, etc.) on the availability of credit and supply of money		
K.15	Demonstrate knowledge of characteristics of capitalism, socialism, and communism as they affect the economy		
K.16	Demonstrate knowledge of characteristics of various competitive structures such as pure and imperfect competition, oligopolies, monopolies, etc.		
K.17	Demonstrate knowledge of effects of the consumerism movement upon the economy, business, and the individual		
K.18	Demonstrate knowledge of the "value-added by marketing" concept to the economy, business, and the individual		
K.19	Demonstrate knowledge of influence of allocations of natural resources on the economy, business, and the individual		

DUTY/TASK LIST

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES

OCCUPATION 3: CASHIER/CHECKER

DUTIES:
- A. Use Principles of Effective Communications
- B. Use Principles of Personal Management and Motivation
- C. Use Principles of Human Relations
- E. Use Principles of Store Security and Safety
- J. Use Principles of Credit and Cash Control

OKLAHOMA OCCUPATIONAL TESTING CENTER

OCCUPATION: **CASHIER/CHECKER**

DUTY: **Use Principles of Effective Communications**

CODE	TASK	TAUGHT	COMMENTS
A.01	Communicate verbally with customers, employees, supervisors, suppliers, etc., using proper grammar		
A.02	Compose written inner-office memos, correspondence, reports, etc., using appropriate grammar, sentence structure, and spelling		
A.03	Interpret forms of non-verbal communication		
A.04	Demonstrate proper telephone skills		

OCCUPATION: **CASHIER/CHECKER**

DUTY: **Use Principles of Personal Management and Motivation**

CODE	TASK	TAUGHT	COMMENTS
B.01	Demonstrate good work habits such as punctuality, orderliness, patience, etc.		
B.02	Demonstrate effective work habits by planning and scheduling work tasks and assignments using effective time management		
B.03	Maintain appropriate personal appearance		
B.04	Maintain good physical and mental health		
B.05	Demonstrate appropriate ethics such as integrity, honesty, etc.		
B.06	Adjust and adapt to changes in the work place, i.e. technology, cultures, management, etc.		
B.07	Convey a positive image of self and the firm		
B.08	Assume responsibility for individual actions and/or department or company operations		
B.09	Maintain positive attitude toward individual responsibilities and/or department or company operations		
B.10	Accept constructive criticism and take appropriate corrective action		
B.11	Maintain necessary persistence in order to accomplish goals and objectives		
B.12	Budget time effectively by managing leisure, work, and home affairs in ways that enable individual goals to be achieved		
B.13	Use success or failure constructively in a work situation		

OCCUPATION: **CASHIER/CHECKER**

DUTY: **Use Principles of Human Relations**

CODE	TASK	TAUGHT	COMMENTS
C.01	Work cooperatively with other employees, supervisors, and/or managers		
C.02	Serve customers courteously to represent the firm favorably		
C.03	Recognize and respond to differences in individuals		
C.04	Work cooperatively with individuals outside the firm such as suppliers, advertisers, community representatives, etc.		
C.05	Demonstrate initiative in the work environment		
C.06	Recognize and adapt to various managerial styles		
C.07	Demonstrate an understanding that success or failure depends on technical proficiency and inter-personal relations		
C.08	Reinforce positive behavior and provide constructive criticism		

OCCUPATION: **CASHIER/CHECKER**

DUTY: **Use Principles of Store Security and Safety**

CODE	TASK	TAUGHT	COMMENTS
E.05	Comply with established procedures for handling shoplifting, customer fraudulence, and employee pilferage		

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OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Store Security and Safety**

CODE	TASK	TAUGHT	COMMENTS
E.01	Determine security needs (personnel and/or equipment)		
E.02	Select new or replacement security equipment		
E.03	Select site location for facilities with store security in mind		
E.04	Establish policies and procedures for company security		
E.05	Comply with established procedures for handling shoplifting, customer fraudulence, and employee pilferage		
E.06	Establish procedures for adherence to security and safety measures and accident prevention		
E.07	Follow appropriate procedures when there are employee or customer accidents		
E.08	Administer a maintenance and housekeeping program to help insure safety and security		

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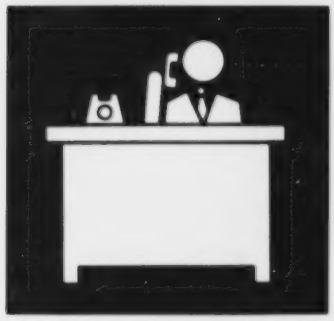
OCCUPATION: CASHIER/CHECKER

DUTY: Use Principles of Credit and Cash Control

CODE	TASK	TAUGHT	COMMENTS
J.01	Make correct change for customer		
J.02	Process checks received in accordance with firm's policies		
J.03	Make refunds for items such as coupon redemption and return merchandise according to firm's policy		
J.04	Secure necessary customer credit information such as obtaining credit references, status of customer's account, credit limits, etc.		
J.05	Interpret credit policies to customers		
J.06	Process credit purchases such as firm accounts, Bank Americard, Master Charge, etc.		
J.07	Maintain appropriate cash records, i.e. payment on accounts, cash payouts, etc.		
J.08	Balance and close out cash register		
J.09	Operate cash register in accordance with company policy		
J.10	Determine amount of sales tax and which items are taxable		
J.11	Accurately complete a sales ticket		

DUTY/TASK LIST

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES



OCCUPATION 4: CUSTOMER SERVICE/SERVICE REPRESENTATIVE

DUTIES:
- A. Use Principles of Effective Communications
- B. Use Principles of Personal Management and Motivation
- C. Use Principles of Human Relations
- J. Use Principles of Credit and Cash Control
- L. Use Principles of Customer Service

OKLAHOMA OCCUPATIONAL TESTING CENTER

OCCUPATION: CUSTOMER SERVICE/SERVICE REPRESENTATIVE

DUTY: Use Principles of Effective Communications

CODE	TASK	TAUGHT	COMMENTS
A.01	Communicate verbally with customers, employees, supervisors, suppliers, etc., using proper grammar		
A.02	Compose written inner-office memos, correspondence, reports, etc., using appropriate grammar, sentence structure, and spelling		
A.03	Interpret forms of non-verbal communication		
A.04	Demonstrate proper telephone skills		

OCCUPATION: **CUSTOMER SERVICE/SERVICE REPRESENTATIVE**

DUTY: **Use Principles of Personal Management and Motivation**

CODE	TASK	TAUGHT	COMMENTS
B.01	Demonstrate good work habits such as punctuality, orderliness, patience, etc.		
B.02	Demonstrate effective work habits by planning and scheduling work tasks and assignments using effective time management		
B.03	Maintain appropriate personal appearance		
B.04	Maintain good physical and mental health		
B.05	Demonstrate appropriate ethics such as integrity, honesty, etc.		
B.06	Adjust and adapt to changes in the work place, i.e. technology, cultures, management, etc.		
B.07	Convey a positive image of self and the firm		
B.08	Assume responsibility for individual actions and/or department or company operations		
B.09	Maintain positive attitude toward individual responsibilities and/or department or company operations		
B.10	Accept constructive criticism and take appropriate corrective action		
B.11	Maintain necessary persistence in order to accomplish goals and objectives		
B.12	Budget time effectively by managing leisure, work, and home affairs in ways that enable individual goals to be achieved		
B.13	Use success or failure constructively in a work situation		

OCCUPATION: **CUSTOMER SERVICE/SERVICE REPRESENTATIVE**

DUTY: **Use Principles of Human Relations**

CODE	TASK	TAUGHT	COMMENTS
C.01	Work cooperatively with other employees, supervisors, and/or managers		
C.02	Serve customers courteously to represent the firm favorably		
C.03	Recognize and respond to differences in individuals		
C.04	Work cooperatively with individuals outside the firm such as suppliers, advertisers, community representatives, etc.		
C.05	Demonstrate initiative in the work environment		
C.06	Recognize and adapt to various managerial styles		
C.07	Demonstrate an understanding that success or failure depends on technical proficiency and inter-personal relations		
C.08	Reinforce positive behavior and provide constructive criticism		

OCCUPATION: CUSTOMER SERVICE/SERVICE REPRESENTATIVE

DUTY: Use Principles of Credit and Cash Control

CODE	TASK	TAUGHT	COMMENTS
J.03	Make refunds for items such as coupon redemption and returned merchandise according to firm's policy		
J.04	Secure necessary customer credit information such as obtaining credit references, status of customer's account, credit limits, etc.		
J.05	Interpret credit policies to customers		
J.06	Process credit purchases such as firm accounts, Bank Americard, Master Charge, etc.		
J.07	Maintain appropriate cash records, i.e. payment on accounts, cash payouts, etc.		
J.12	Establish collection policies		
J.13	Establish collection procedures		
J.14	Develop and use collection materials		

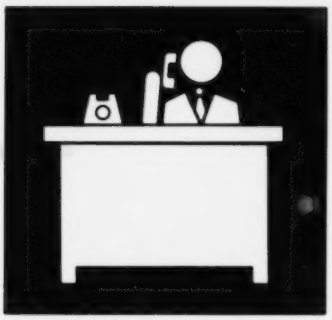
OCCUPATION: **CUSTOMER SERVICE/SERVICE REPRESENTATIVE**

DUTY: **Use Principles of Customer Service**

CODE	TASK	TAUGHT	COMMENTS
L.01	Plan policies and procedures related to customer service		
L.02	Respond to customer questions and complaints in an effective manner and in accordance with store policy		
L.03	Inform customers of advantages of dealing with your firm		
L.04	Implement policies and procedures related to customer service		

DUTY/TASK LIST

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES



OCCUPATION 5: MANAGER/SUPERVISOR/OWNER

DUTIES:

A. Use Principles of Effective Communications
B. Use Principles of Personal Management and Motivation
C. Use Principles of Human Relations
D. Use Principles of Employee Development
E. Use Principles of Store Security and Safety
F. Use Principles of Promotion
G. Use Principles of Merchandise Control
H. Use Principles of Inventory Control
I. Use Principles of Selling
J. Use Principles of Credit and Cash Control
K. Use Economic Principles and Concepts
L. Use Principles of Customer Service

OKLAHOMA OCCUPATIONAL TESTING CENTER

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OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Effective Communications**

CODE	TASK	TAUGHT	COMMENTS
A.01	Communicate verbally with customers, employees, supervisors, suppliers, etc., using proper grammar		
A.02	Compose written inner-office memos, correspondence, reports, etc., using appropriate grammar, sentence structure, and spelling		
A.03	Interpret forms of non-verbal communication		
A.04	Demonstrate proper telephone skills		

OCCUPATION: MANAGER/SUPERVISOR/OWNER

DUTY: Use Principles of Personal Management and Motivation

CODE	TASK	TAUGHT	COMMENTS
B.01	Demonstrate good work habits such as punctuality, orderliness, patience, etc.		
B.02	Demonstrate effective work habits by planning and scheduling work tasks and assignments using effective time management		
B.03	Maintain appropriate personal appearance		
B.04	Maintain good physical and mental health		
B.05	Demonstrate appropriate ethics such as integrity, honesty, etc.		
B.06	Adjust and adapt to changes in the work place, i.e. technology, cultures, management, etc.		
B.07	Convey a positive image of self and the firm		
B.08	Assume responsibility for individual actions and/or department or company operations		
B.09	Maintain positive attitude toward individual responsibilities and/or department or company operations		
B.10	Accept constructive criticism and take appropriate corrective action		
B.11	Maintain necessary persistence in order to accomplish goals and objectives		
B.12	Budget time effectively by managing leisure, work, and home affairs in ways that enable individual goals to be achieved		
B.13	Use success or failure constructively in a work situation		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Human Relations**

CODE	TASK	TAUGHT	COMMENTS
C.01	Work cooperatively with other employees, supervisors, and/or managers		
C.02	Serve customers courteously to represent the firm favorably		
C.03	Recognize and respond to differences in individuals		
C.04	Work cooperatively with individuals outside the firm such as suppliers, advertisers, community representatives, etc.		
C.05	Demonstrate initiative in the work environment		
C.06	Recognize and adapt to various managerial styles		
C.07	Demonstrate an understanding that success or failure depends on technical proficiency and inter-personal relations		
C.08	Reinforce positive behavior and provide constructive criticism		

OCCUPATION: MANAGER/SUPERVISOR/OWNER

DUTY: Use Principles of Employee Development

CODE	TASK	TAUGHT	COMMENTS
D.01	Determine job classifications, qualifications, and/or number of individuals needed for various positions		
D.02	Write job descriptions, job specifications, etc.		
D.03	Recruit employees in accordance with labor laws and affirmative action policies		
D.04	Demonstrate proper interview procedures for prospective employees		
D.05	Select individuals for various positions based upon recommendations, qualifications, experience, etc.		
D.06	Acquire and maintain necessary information such as health clearances, tax data, social security number, and insurance data		
D.07	Demonstrate knowledge of federal and state employment laws such as child labor, civil rights, wage and salary, etc.		
D.08	Explain benefits to employees such as social security, health care, pension plans, etc.		
D.09	Train employees concerning job responsibilities, duties, policies and procedures, systems, trends, products, and terminology		
D.10	Organize and conduct effective meetings		
D.11	Acquire product knowledge through various sources		
D.12	Plan goals and objectives for specific tasks, jobs, duties, assignments, etc.		
D.13	Establish criteria and procedures for evaluating employees		
D.14	Delegate work assignments to employees		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Employee Development (Continued)**

CODE	TASK	TAUGHT	COMMENTS
D.15	Supervise work of employees		
D.16	Build employee morale, motivation, loyalty, etc.		
D.17	Evaluate employees' performance according to firm policies and procedures		
D.18	Handle employee complaints and grievances in a fair and effective manner		
D.19	Maintain relations with employee organizations such as trade and professional unions		
D.20	Administer wage, salary, and incentive plan		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Promotion**

CODE	TASK	TAUGHT	COMMENTS
F.01	Plan layout to provide for appropriate and adequate space for work areas and merchandise display		
F.02	Determine when and how to use displays		
F.03	Design advertisement layout for various printed media		
F.04	Proof advertisements for corrections, deletions, and additions		
F.05	Develop advertisements for radio and/or television		
F.06	Obtain information and materials for promotions from suppliers		
F.07	Select appropriate display fixtures, materials, and backgrounds		
F.08	Design effective displays		
F.09	Evaluate displays		
F.10	Develop point-of-sale signs and banners		
F.11	Maintain sales appearance of displays		
F.12	Coordinate displays with advertised features		
F.13	Inform employees of the prices, uses, and brands of items featured in the advertisement		
F.14	Inform customers of advertised merchandise		
F.15	Evaluate effectiveness of promotional program in terms of objectives and increased sales		
F.16	Evaluate special promotions		
F.17	Consider the uses and purposes of promotion		
F.18	Determine target market		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Promotion (Continued)**

CODE	TASK	TAUGHT	COMMENTS
F.19	Plan promotional schedule such as advertising and/or display schedule		
F.20	Make comparison shoppings of competitor's merchandise and prices		
F.21	Analyze competitor's promotional activities		
F.22	Prepare a sales promotion budget		
F.23	Compute advertising costs of various media		

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OCCUPATION: MANAGER/SUPERVISOR/OWNER

DUTY: Use Principles of Merchandise Control

CODE	TASK	TAUGHT	COMMENTS
G.01	Plan a balanced and complete inventory		
G.02	Obtain market, merchandising, product, and consumer information from available sources		
G.03	Analyze economic forecast indicators and their possible effects		
G.04	Determine amount of inventory on hand from inventory records or actual count		
G.05	Estimate customer demand based on analysis of past sales, forecast of future sales, special promotional activities, seasonal purchases for related items, etc.		
G.06	Determine necessary maximum and minimum quantities for basic stock and sale items to assure depth and assortment of stock		
G.07	Complete appropriate ordering procedures and forms		
G.08	Place orders to assure timely delivery		
G.09	Follow-up on completions and delivery of orders		
G.10	Establish pricing policies to assure an adequate gross margin		
G.11	Establish the markup for each product or product line		
G.12	Determine the timing of price reductions and the percentage of markdown		
G.13	Mark and change prices on merchandise		
G.14	Operate pricing equipment		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Inventory Control**

CODE	TASK	TAUGHT	COMMENTS
H.01	Establish an inventory control system		
H.02	Conduct periodic stock counts		
H.03	Maintain inventory control records		
H.04	Analyze records to detect stock shortages and overages		
H.05	Establish receiving schedules		
H.06	Determine priority for processing merchandise received		
H.07	Use appropriate methods to unload trucks or other transportation methods		
H.08	Check merchandise for completeness of order and damage		
H.09	Complete receiving records such as freight tickets, invoices, etc.		
H.10	Follow through on non-delivered or lost merchandise		
H.11	Follow correct procedures in handling defective/damaged merchandise, incorrect amounts, and merchandise returns		
H.12	Store merchandise in appropriate manner after receiving		
H.13	Determine best location for stock considering shelf and floor space, customer flow patterns, and available fixtures		
H.14	Stock merchandise in appropriate place and appropriate manner		
H.15	Maintain stock control records		
H.16	Sort merchandise by department, size, and grades if appropriate		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Inventory Control (Continued)**

CODE	TASK	TAUGHT	COMMENTS
H.17	Prepare merchandise for stocking assembling materials		
H.18	Code or date stock		
H.19	Report low or out-of-stock conditions		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Selling**

CODE	TASK	TAUGHT	COMMENTS
I.01	Greet all customers in accordance with firm policy		
I.02	Open sale in appropriate manner		
I.03	Identify prospective new customers		
I.04	Open new accounts		
I.05	Establish a schedule for visiting customers		
I.06	Maintain a customer list for mailings		
I.07	Determine merchandise which is of interest to customer		
I.08	Ask pertinent questions to define more clearly the nature of customer interest		
I.09	Recognize when customers prefer to examine merchandise with or without assistance		
I.10	Demonstrate product knowledge by informing customers of product features and benefits		
I.11	Explain to customers protective measures such as standards, grades, packaging, etc.		
I.12	Compare prices and price lines for customers		
I.13	Instruct customers in how to care for, handle, maintain, and repair merchandise		
I.14	Show customers the advantages of packaging methods		
I.15	Suggest substitute items to customers		
I.16	Suggest related items to customers		
I.17	Inform customers of product trends and innovations		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Selling (Continued)**

CODE	TASK	TAUGHT	COMMENTS
I.18	Provide sources of product information for the consumer		
I.19	Explain guarantees and warranties to customers		
I.20	Overcome customer objections		
I.21	Inform customers of services provided by the firm		
I.22	Inform customers of locations of merchandise		
I.23	Be able to work with more than one customer simultaneously in a courteous manner		
I.24	Determine price for items not pre-priced		
I.25	Effectively close the sale		
I.26	Reassure customer of correct buying decision		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Credit and Cash Control**

CODE	TASK	TAUGHT	COMMENTS
J.01	Make correct change for customer		
J.02	Process checks received in accordance with firm's policies		
J.03	Make refunds for items such as coupon redemption and returned merchandise according to firm's policy		
J.04	Secure necessary customer credit information such as obtaining credit references, status of customer's account, credit limits, etc.		
J.05	Interpret credit policies to customers		
J.06	Process credit purchases such as firm accounts, Bank Americard, Master Charge, etc.		
J.07	Maintain appropriate cash records, i.e. payment on accounts, cash payouts, etc.		
J.08	Balance and close out cash register		
J.09	Operate cash register in accordance with company policy		
J.10	Determine amount of sales tax and which items are taxable		
J.11	Accurately complete a sales ticket		
J.12	Establish collection policies		
J.13	Establish collection procedures		
J.14	Develop and use collection materials		

OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Economic Principles and Concepts**

CODE	TASK	TAUGHT	COMMENTS
K.01	Demonstrate knowledge of contributions of profit and the profit motive to the economy, business, and the individual		
K.02	Demonstrate knowledge of relationships of profit and the profit motive to sales volume, price determination, costs (fixed and variable), and breakeven points		
K.03	Demonstrate knowledge of influence of competition on product, price, promotion, and distribution goals		
K.04	Demonstrate knowledge of relationship of supply and demand and influence on marketing functions (e.g. buying, selling, sales promotion, etc.)		
K.05	Demonstrate knowledge of characteristics of the free enterprise system such as individual investment opportunities, motivations, and rewards		
K.06	Demonstrate knowledge of effects of recession and/or inflation on production, sales, and employment		
K.07	Demonstrate knowledge of role of capital and investment in planning and control for business organizations		
K.08	Demonstrate knowledge of influence of labor and labor organizations on the economy, business, and the individual		
K.09	Demonstrate knowledge of nature of credit and its influence on the economy, business, and the individual		
K.10	Demonstrate knowledge of effects of taxation on the economy, business, and the individual		
K.11	Demonstrate knowledge of effects of laws, regulations, and agencies of governments on business organizations		

OCCUPATION: MANAGER/SUPERVISOR/OWNER

DUTY: Use Economic Principles and Concepts (Continued)

CODE	TASK	TAUGHT	COMMENTS
K.12	Demonstrate knowledge of role of risk management including insurance protection for business organizations		
K.13	Demonstrate knowledge of influence of automation and/or specialization on the economy, business, and the individual		
K.14	Demonstrate knowledge of influence of financial institutions such as federal reserve system and commercial financial institutions (banks, savings and loans, credit unions, etc.) on the availability of credit and supply of money		
K.15	Demonstrate knowledge of characteristics of capitalism, socialism, and communism as they affect the economy		
K.16	Demonstrate knowledge of characteristics of various competitive structures such as pure and imperfect competition, oligopolies, monopolies, etc.		
K.17	Demonstrate knowledge of effect of the consumerism movement upon the economy, business, and the individual		
K.18	Demonstrate knowledge of the "value-added by marketing" concept to the economy, business, and the individual		
K.19	Demonstrate knowledge of influence of allocations of natural resources on the economy, business, and the individual		

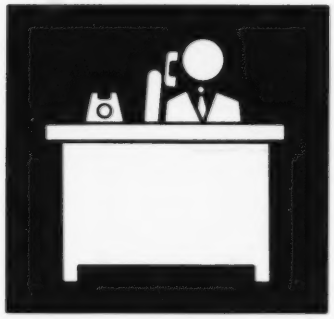
OCCUPATION: **MANAGER/SUPERVISOR/OWNER**

DUTY: **Use Principles of Customer Service**

CODE	TASK	TAUGHT	COMMENTS
L.01	Plan policies and procedures related to customer service		
L.02	Respond to customer questions and complaints in an effective manner and in accordance with store policy		
L.03	Inform customers of advantages of dealing with your firm		
L.04	Implement policies and procedures related to customer service		

DUTY/TASK LIST

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES



OCCUPATION 6: SALES DISTRIBUTOR

DUTIES:

A. Use Principles of Effective Communications
B. Use Principles of Personal Management and Motivation
C. Use Principles of Human Relations
F. Use Principles of Promotion
G. Use Principles of Merchandise Control
H. Use Principles of Inventory Control
I. Use Principles of Selling
K. Use Economic Principles and Concepts

OKLAHOMA OCCUPATIONAL TESTING CENTER

OCCUPATION: **SALES DISTRIBUTOR**

DUTY: **Use Principles of Effective Communications**

CODE	TASK	TAUGHT	COMMENTS
A.01	Communicate verbally with customers, employees, supervisors, suppliers, etc., using proper grammar		
A.02	Compose written inner-office memos, correspondence, reports, etc., using appropriate grammar, sentence structure, and spelling		
A.03	Interpret forms of non-verbal communication		
A.04	Demonstrate proper telephone skills		

OCCUPATION: SALES DISTRIBUTOR

DUTY: Use Principles of Personal Management and Motivation

CODE	TASK	TAUGHT	COMMENTS
B.01	Demonstrate good work habits such as punctuality, orderliness, patience, etc.		
B.02	Demonstrate effective work habits by planning and scheduling work tasks and assignments using effective time management		
B.03	Maintain appropriate personal appearance		
B.04	Maintain good physical and mental health		
B.05	Demonstrate appropriate ethics such as integrity, honest, etc.		
B.06	Adjust and adapt to changes in the work place, i.e. technology, cultures, management, etc.		
B.07	Convey a positive image of self and the firm		
B.08	Assume responsibility for individual actions and/or department or company operations		
B.09	Maintain positive attitude toward individual responsibilities and/or department or company operations		
B.10	Accept constructive criticism and take appropriate corrective action		
B.11	Maintain necessary persistence in order to accomplish goals and objectives		
B.12	Budget time effectively by managing leisure, work, and home affairs in ways that enable individual goals to be achieved		
B.13	Use success or failure constructively in a work situation		

OCCUPATION: SALES DISTRIBUTOR

DUTY: Use Principles of Human Relations

CODE	TASK	TAUGHT	COMMENTS
C.01	Work cooperatively with other employees, supervisors, and/or managers		
C.02	Serve customers courteously to represent the firm favorably		
C.03	Recognize and respond to differences in individuals		
C.04	Work cooperatively with individuals outside the firm such as suppliers, advertisers, community representatives, etc.		
C.05	Demonstrate initiative in the work environment		
C.06	Recognize and adapt to various managerial styles		
C.07	Demonstrate an understanding that success or failure depends on technical proficiency and inter-personal relations		
C.08	Reinforce positive behavior and provide constructive criticism		

OCCUPATION: **SALES DISTRIBUTOR**

DUTY: **Use Principles of Promotion**

CODE	TASK	TAUGHT	COMMENTS
F.01	Plan layout to provide for appropriate and adequate space for work areas and merchandise display		
F.02	Determine when and how to use displays		
F.03	Design advertisement layout for various printed media		
F.04	Proof advertisements for corrections, deletions, and additions		
F.05	Develop advertisements for radio and/or television		
F.06	Obtain information and materials for promotions from suppliers		
F.07	Select appropriate display fixtures, materials, and backgrounds		
F.08	Design effective displays		
F.09	Evaluate displays		
F.10	Develop point-of-sale signs and banners		
F.11	Maintain sales appearance of displays		
F.12	Coordinate displays with advertised features		
F.13	Inform employees of the prices, uses, and brands of items featured in the advertisement		
F.14	Inform customers of advertised merchandise		
F.15	Evaluate effectiveness of promotional program in terms of objectives and increased sales		
F.16	Evaluate special promotions		
F.17	Consider the uses and purposes of promotion		
F.18	Determine target market		

OCCUPATION: SALES DISTRIBUTOR

DUTY: Use Principles of Promotion (Continued)

CODE	TASK	TAUGHT	COMMENTS
F.19	Plan promotional schedule such as advertising and/or display schedule		
F.20	Make comparison shoppings of competitor's merchandise and prices		
F.21	Analyze competitor's promotional activities		
F.22	Prepare a sales promotion budget		
F.23	Compute advertising costs of various media		

OCCUPATION: SALES DISTRIBUTOR

DUTY: Use Principles of Merchandise Control

CODE	TASK	TAUGHT	COMMENTS
G.01	Plan a balanced and complete inventory		
G.02	Obtain market, merchandising, product, and consumer information from available sources		
G.03	Analyze economic forecast indicators and their possible effects		
G.04	Determine amount of inventory on hand from inventory records or actual count		
G.05	Estimate customer demand based on analysis of past sales, forecast of future sales, special promotional activities, seasonal purchases for related items, etc.		
G.06	Determine necessary maximum and minimum quantities for basic stock and sale items to assure depth and assortment of stock		
G.07	Complete appropriate ordering procedures and forms		
G.08	Place orders to assure timely delivery		
G.09	Follow-up on completions and delivery of orders		
G.10	Establish pricing policies to assure an adequate gross margin		
G.11	Establish the markup for each product or product line		
G.12	Determine the timing of price reductions and the percentage of markdown		
G.13	Mark and change prices on merchandise		
G.14	Operate pricing equipment		

OCCUPATION: **SALES DISTRIBUTOR**

DUTY: **Use Principles of Inventory Control**

CODE	TASK	TAUGHT	COMMENTS
H.01	Establish an inventory control system		
H.02	Conduct periodic stock counts		
H.03	Maintain inventory control records		
H.04	Analyze records to detect stock shortages and overages		
H.05	Establish receiving schedules		
H.06	Determine priority for processing merchandise received		
H.07	Use appropriate methods to unload trucks or other transportation methods		
H.08	Check merchandise for completeness or order and damage		
H.09	Complete receiving records such as freight tickets, invoices, etc.		
H.10	Follow through on non-delivered or lost merchandise		
H.11	Follow correct procedures in handling defective/damaged merchandise, incorrect amounts, and merchandise returns		
H.12	Store merchandise in appropriate manner after receiving		
H.13	Determine best location for stock considering shelf and floor space, customer flow patterns, and available fixtures		
H.14	Stock merchandise in appropriate place and appropriate manner		
H.15	Maintain stock control records		
H.16	Sort merchandise by department, size, and grades if appropriate		

OCCUPATION: **SALES DISTRIBUTOR**

DUTY: **Use Principles of Inventory Control (Continued)**

CODE	TASK	TAUGHT	COMMENTS
H.17	Prepare merchandise for stocking assembling materials		
H.18	Code or date stock		
H.19	Report low or out-of-stock conditions		

OCCUPATION: SALES DISTRIBUTOR

DUTY: Use Principles of Selling

CODE	TASK	TAUGHT	COMMENTS
I.01	Greet all customers in accordance with firm policy		
I.02	Open sale in appropriate manner		
I.03	Identify prospective new customers		
I.04	Open new accounts		
I.05	Establish a schedule for visiting customers		
I.06	Maintain a customer list for mailings		
I.07	Determine merchandise which is of interest to customer		
I.08	Ask pertinent questions to define more clearly the nature of customer interest		
I.09	Recognize when customers prefer to examine merchandise with or without assistance		
I.10	Demonstrate product knowledge by informing customers of product features and benefits		
I.11	Explain to customers protective measures such as standards, grades, packaging, etc.		
I.12	Compare prices and price lines for customers		
I.13	Instruct customers in how to care for, handle, maintain, and repair merchandise		
I.14	Show customers the advantages of packaging methods		
I.15	Suggest substitute items to customers		
I.16	Suggest related items to customers		
I.17	Inform customers of product trends and innovations		

OCCUPATION: **SALES DISTRIBUTOR**

DUTY: **Use Principles of Selling (Continued)**

CODE	TASK	TAUGHT	COMMENTS
I.18	Provide sources of product information for the consumer		
I.19	Explain guarantees and warranties to customers		
I.20	Overcome customer objections		
I.21	Inform customers of services provided by the firm		
I.22	Inform customers of locations of merchandise		
I.23	Be able to work with more than one customer simultaneously in a courteous manner		
I.24	Determine price for items not pre-priced		
I.25	Effectively close the sale		
I.26	Reassure customer of correct buying decision		

OCCUPATION: SALES DISTRIBUTOR

DUTY: Use Economic Principles and Concepts

CODE	TASK	TAUGHT	COMMENTS
K.01	Demonstrate knowledge of contributions of profit and the profit motive to the economy, business, and the individual		
K.02	Demonstrate knowledge of relationships of profit and the profit motive to sales volume, price determination, costs (fixed and variable), and breakeven points		
K.03	Demonstrate knowledge of influence of competition on product, price, promotion, and distribution goals		
K.04	Demonstrate knowledge of relationship of supply and demand and influence on marketing functions (e.g. buying, selling, sales promotion, etc.)		
K.05	Demonstrate knowledge of characteristics of the free enterprise system such as individual investment opportunities, motivations, and rewards		
K.06	Demonstrate knowledge of effects of recession and/or inflation on production, sales, and employment		
K.07	Demonstrate knowledge of role of capital and investment in planning and control for business organizations		
K.08	Demonstrate knowledge of influence of labor and labor organization on the economy, business, and the individual		
K.09	Demonstrate knowledge of nature of credit and its influence on the economy, business, and the individual		
K.10	Demonstrate knowledge of effects of taxation on the economy, business, and the individual		
K.11	Demonstrate knowledge of effects of laws, regulations, and agencies of government on business organizations		

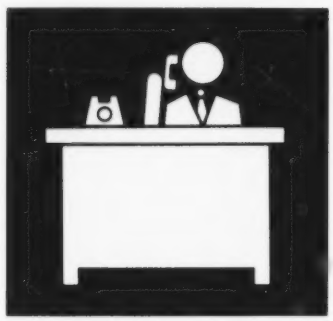
OCCUPATION: SALES DISTRIBUTOR

DUTY: Use Economic Principles and Concepts (Continued)

CODE	TASK	TAUGHT	COMMENTS
K.12	Demonstrate knowledge of role of risk management including insurance protection for business organizations		
K.13	Demonstrate knowledge of influence of automation and/or specialization on the economy, business, and the individual		
K.14	Demonstrate knowledge of influence of financial institutions such as federal reserve systems and commercial financial institutions (banks, savings and loans, credit unions, etc.) on the availability of credit and supply of money		
K.15	Demonstrate knowledge of characteristics of capitalism, socialism, and communism as they affect the economy		
K.16	Demonstrate knowledge of characteristics of various competitive structures such as pure and imperfect competition, oligopolies, monopolies, etc.		
K.17	Demonstrate knowledge of effect of the consumerism movement upon the economy, business, and the individual		
K.18	Demonstrate knowledge of the "value-added by marketing" concept to the economy, business, and the individual		
K.19	Demonstrate knowledge of influence of allocations of natural resources on the economy, business, and the individual		

DUTY/TASK LIST

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES



OCCUPATION 7: STOCKER

DUTIES:
- A. Use Principles of Effective Communications
- B. Use Principles of Personal Management and Motivation
- C. Use Principles of Human Relations
- H. Use Principles of Inventory Control

OKLAHOMA OCCUPATIONAL TESTING CENTER

OCCUPATION: **STOCKER**

DUTY: **Use Principles of Effective Communications**

CODE	TASK	TAUGHT	COMMENTS
A.01	Communicate verbally with customers, employees, supervisors, suppliers, etc. using proper grammar		
A.02	Compose written inner-office memos, correspondence, reports, etc., using appropriate grammar, sentence structure, and spelling		
A.03	Interpret forms of non-verbal communication		
A.04	Demonstrate proper telephone skills		

OCCUPATION: **STOCKER**

DUTY: **Use Principles of Personal Management and Motivation**

CODE	TASK	TAUGHT	COMMENTS
B.01	Demonstrate good work habits such as punctuality, orderliness, patience, etc.		
B.02	Demonstrate effective work habits by planning and scheduling work tasks and assignments using effective time management		
B.03	Maintain appropriate personal appearance		
B.04	Maintain good physical and mental health		
B.05	Demonstrate appropriate ethics such as integrity, honesty, etc.		
B.06	Adjust and adapt to changes in the work place, i.e. technology, cultures, management, etc.		
B.07	Convey a positive image of self and the firm		
B.08	Assume responsibility for individual actions and/or department or company operations		
B.09	Maintain positive attitude toward individual responsibilities and/or department or company operations		
B.10	Accept constructive criticism and take appropriate corrective action		
B.11	Maintain necessary persistence in order to accomplish goals and objectives		
B.12	Budget time effectively by managing leisure, work, and home affairs in ways that enable individual goals to be achieved		
B.13	Use success or failure constructively in a work situation		

OCCUPATION: STOCKER

DUTY: Use Principles of Human Relations

CODE	TASK	TAUGHT	COMMENTS
C.01	Work cooperatively with other employees, supervisors, and/or managers		
C.02	Serve customers courteously to represent the firm favorably		
C.03	Recognize and respond to differences in individuals		
C.04	Work cooperatively with individuals outside the firm such as suppliers, advertisers, community representatives, etc.		
C.05	Demonstrate initiative in the work environment		
C.06	Recognize and adapt to various managerial styles		
C.07	Demonstrate an understanding that success or failure depends on technical proficiency and inter-personal relations		
C.08	Reinforce positive behavior and provide constructive criticism		

OCCUPATION: STOCKER

DUTY: Use Principles of Inventory Control

CODE	TASK	TAUGHT	COMMENTS
H.01	Establish an inventory control system		
H.02	Conduct periodic stock counts		
H.03	Maintain inventory control records		
H.04	Analyze records to detect stock shortages and overages		
H.05	Establish receiving schedules		
H.06	Determine priority for processing merchandise received		
H.07	Use appropriate methods to unload trucks or other transportation methods		
H.08	Check merchandise for completeness of order and damage		
H.09	Complete receiving records such as freight tickets, invoices, etc.		
H.10	Follow through on non-delivered or lost merchandise		
H.11	Follow correct procedures in handling defective/damaged merchandise, incorrect amounts, and merchandise returns		
H.12	Store merchandise in appropriate manner after receiving		
H.13	Determine best location for stock considering shelf and floor space, customer flow patterns, and available fixtures		
H.14	Stock merchandise in appropriate place and appropriate manner		
H.15	Maintain stock control records		
H.16	Sort merchandise by department, size, and grades if appropriate		

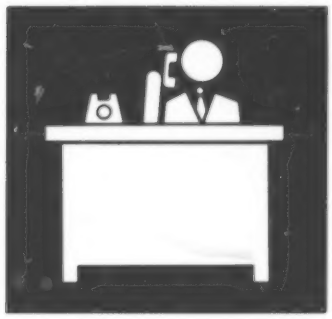
OCCUPATION: **STOCKER**

DUTY: **Use Principles of Inventory Control (Continued)**

CODE	TASK	TAUGHT	COMMENTS
H.17	Prepare merchandise for stocking assembling materials		
H.18	Code or date stock		
H.19	Report low or out-of-stock conditions		

DUTY/TASK LIST

MARKETING EDUCATION/ BUSINESS MANAGEMENT AND OWNERSHIP SERIES



OCCUPATION 8: ADVERTISING/MARKETING/DISPLAY COORDINATOR

DUTIES:
- A. Use Principles of Effective Communications
- B. Use Principles of Personal Management and Motivation
- C. Use Principles of Human Relations
- F. Use Principles of Promotion

OKLAHOMA OCCUPATIONAL TESTING CENTER

OCCUPATION: **ADVERTISING/MARKETING/DISPLAY COORDINATOR**

DUTY: **Use Principles of Effective Communications**

CODE	TASK	TAUGHT	COMMENTS
A.01	Communicate verbally with customers, employees, supervisors, suppliers, etc., using proper grammar		
A.02	Compose written inner-office memos, correspondence, reports, etc., using appropriate grammar, sentence structure, and spelling		
A.03	Interpret forms of non-verbal communication		
A.04	Demonstrate proper telephone skills		

OCCUPATION: ADVERTISING/MARKETING/DISPLAY COORDINATOR

DUTY: Use Principles of Personal Management and Motivation

CODE	TASK	TAUGHT	COMMENTS
B.01	Demonstrate good work habits such as punctuality, orderliness, patience, etc.		
B.02	Demonstrate effective work habits by planning and scheduling work tasks and assignments using effective time management		
B.03	Maintain appropriate personal appearance		
B.04	Maintain good physical and mental health		
B.05	Demonstrate appropriate ethics such as integrity, honesty, etc.		
B.06	Adjust and adapt to changes in the work place, i.e. technology, cultures, management, etc.		
B.07	Convey a positive image of self and the firm		
B.08	Assume responsibility for individual actions and/or department or company operations		
B.09	Maintain positive attitude toward individual responsibilities and/or department or company operations		
B.10	Accept constructive criticism and take appropriate corrective action		
B.11	Maintain necessary persistence in order to accomplish goals and objectives		
B.12	Budget time effectively by managing leisure, work, and home affairs in ways that enable individual goals to be achieved		
B.13	Use success or failure constructively in a work situation		

OCCUPATION: ADVERTISING/MARKETING/DISPLAY COORDINATOR

DUTY: Use Principles of Human Relations

CODE	TASK	TAUGHT	COMMENTS
C.01	Work cooperatively with other employees, supervisors, and/or managers		
C.02	Serve customers courteously to represent the firm favorably		
C.03	Recognize and respond to differences in individuals		
C.04	Work cooperatively with individuals outside the firm such as suppliers, advertisers, community representatives, etc.		
C.05	Demonstrate initiative in the work environment		
C.06	Recognize and adapt to various managerial styles		
C.07	Demonstrate an understanding that success or failure depends on technical proficiency and inter-personal relations		
C.08	Reinforce positive behavior and provide constructive criticism		

OCCUPATION: ADVERTISING/MARKETING/DISPLAY COORDINATOR

DUTY: Use Principles of Promotion

CODE	TASK	TAUGHT	COMMENTS
F.01	Plan layout to provide for appropriate and adequate space for work areas and merchandise display		
F.02	Determine when and how to use displays		
F.03	Design advertisement layout for various printed media		
F.04	Proof advertisements for corrections, deletions, and additions		
F.05	Develop advertisements for radio and/or television		
F.06	Obtain information and materials for promotions from suppliers		
F.07	Select appropriate display fixtures, materials, and backgrounds		
F.08	Design effective displays		
F.09	Evaluate displays		
F.10	Develop point-of-sale signs and banners		
F.11	Maintain sales appearance of displays		
F.12	Coordinate displays with advertised features		
F.13	Inform employees of the prices, uses, and brands of items featured in the advertisement		
F.14	Inform customers of advertised merchandise		
F.15	Evaluate effectiveness of promotional program in terms of objectives and increased sales		
F.16	Evaluate special promotions		
F.17	Consider the uses and purposes of promotion		
F.18	Determine target market		

OCCUPATION: **ADVERTISING/MARKETING/DISPLAY COORDINATOR**

DUTY: **Use Principles of Promotion (Continued)**

CODE	TASK	TAUGHT	COMMENTS
F.19	Plan promotional schedule such as advertising and/or display schedule		
F.20	Make comparison shoppings of competitor's merchandise and prices		
F.21	Analyze competitor's promotional activities		
F.22	Prepare a sales promotion budget		
F.23	Compute advertising costs of various media		